

NORIYUKI MATSUDA

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Corporate Insurance Specialist

01 Career

求人広告代理店、世界最大の総合人材サービス企業を経て、ヘッドハンティングでリクルート Group へ。2006年～メットライフ社 (当時アリコジャパン)

02 turning-labor into-work

企業防衛～ブランディングまで一貫して支援する。企業が人を大事にする環境を整えることで、従業員と経営側の両方に大きな幸福をもたらす、前向きな職場環境を作り出す方針を確立した。多くの企業に付加価値の高いアドバイスを続け、労働問題を理解するファイナンシャル・アドバイザーとして知られる。活動は業界機関紙の海外版にも掲載された。



ROUND THE TABLE 2022年3-4月号

03 Labor business partner company

※人材サービス企業での実績

豊田通商
住友商事
小野薬品工業
常盤薬品工業
ロシュ・グループ
日本郵政
NTTドコモ
ソフトバンク
三洋電機グループ
読売新聞社
野村證券
大和証券
SMBC日興証券
(旧日興コーディアル証券)
UCC上島珈琲
関西電力グループ

ヤクルト
明治生命
日立電線
ディスコ (日経就職ナビ)
スバル自動車
王子製紙
賃貸住宅情報
河合塾
吉野石膏
スウェーデンハウス
木曽路
エディオン(旧エイデン)
中部建設協会
スガキヤ

Self-development company



Six years ago, Japan's labor laws and regulations were undergoing major changes, and an existing client contacted **Noriyuki Matsuda** for a consultation. The six-year MDRT member from Aichi, Japan, previously worked in the human resources field, and the client, a business manager, had a question not about insurance but about handling workplace topics like harassment, overtime and dismissal, and labor disputes such as work-related accidents.

It was Matsuda's previous work experience that helped him develop a new focus as an advisor, blending financial assistance with workplace know-how.

"Business owners were often confused by the problems of workers and have numerous areas for which they need advice on the practical level, including issues

perspective about, for example, working with the families of employees who have died in an industrial accident.

This adjustment to his practice was especially welcome because of something he was told when he entered the financial services profession: After 10 years, he would hit a wall and struggle to continue growing. Through the development of a new target market and new areas in which to learn, Matsuda found himself motivated and no longer afraid of the 10-year lag.

As part of his efforts with labor-related issues, Matsuda has also worked with companies to establish policies that create positive work environments that result in greater happiness for both employees and managers, with a variety of insurance products aiding this sense of security. The more Matsuda has worked with companies like this, the more he has been identified as an advisor who understands labor issues, leading to speaking opportunities at different organizations and a greatly expanded clientele.

Part of that comes from companies that want Matsuda to help review internal rules and propose various programs to aid in employee welfare and risk management.

"Management is always thinking about the survival of the company as well as the future of its employees, and managers are sometimes deeply worried," he said. "We believe that not only knowledge but a seamless experience between the people who hire and the people who work is crucial to prevent prioritizing the profits of the company over the people who drive those profits."

Speaking of the future, Matsuda has no interest in facing another professional plateau. Using the challenges of the pandemic as a guide, he has begun providing online



ROUND THE TABLE MARCH/APRIL 2022